

Media and Public Opinion
Chapter 8
Study Guide

Directions: Provide the response that correctly answers the following questions. *If this is completed and handed in before the test, you will receive extra credit.*

- 1) Identify five factors that influence public opinion:
 - a.
 - b.
 - c.
 - d.
 - e.

- 2) A poll result of 56% with a (+/-) 3% margin of error will fall in between what numbers?

- 3) In order to qualify as public opinion, the collective attitudes must deal with _____.

- 4) Identify:
 - a. Sound bite:

 - b. Public agenda:

 - c. Random Sample:

- 5) Provide an example of one of the first political magazines and a current news magazine:
 - a. Early political magazine: _____
 - b. Current news magazine: _____

- 6) Explain the key aspects and details of the following polling methods:
 - a. Straw Vote:

 - b. Scientific Polling:

i. Which is more reliable?

- 7) When speaking about television, the 'Big Three' refers to:**
- a.**
 - b.**
 - c.**
- 8) Explain the difference between broadcast media (TV & Radio) news coverage and the coverage provided by newspapers.**
- 9) Explain the difference between the "Old Media" (TV, Radio, Newspapers, Magazines) and the "New Media" generated by the internet.**
- 10) Compare and Contrast the different type of preparations that a politician would undertake for a television appearance versus a radio broadcast.**